

PRIVACY STATEMENT STRATEGIC DIRECTION

Strategic Standard Direction: The State shall provide one or more privacy statements easily accessible to visitors to its Internet sites about how information collected on a visit or from a visitor, including e-mail address, will be used. No agency may collect any information that can personally identify the visitor unless the visitor has acknowledged they have read a statement explaining how the information will be used. A visitor must take an active step indicating agreement before personally identifiable information can be collected on a visit or sent to the State. Default settings shall prevent the collection of personally identifiable information.

Detailed Standard Authority: The CIO in consultation with the Director of BIS, the ISMG, and other stakeholders shall establish and keep current **Detailed Standards for Privacy Statements**. The Detailed Standard shall include a list of information to be included and a prototype statement or statements covering each of the following purposes:

GENERAL STATEMENT for visitors accessing information on State Internet pages. The **General Statement** shall be accessible from the State's Internet portal and all agency home pages. The **Statement** shall indicate:

1. That **NO** personal information will be collected on the visitor unless visitor takes an action to enter and send the information.
2. What non-personally identifying statistical information will be collected on the visit and how it will be used.

E-MAIL STATEMENT for visitors sending e-mail messages to the State.

The **E-Mail Statement** shall be accessible from any page facilitating the sending of e-mail to the State or listing e-mail addresses of a state employee or entity. The **E-Mail Statement** shall indicate:

1. How the e-mail address will be used.
2. Whether it will be retained and stored and for how long, including in file backup procedures.
3. Whether a third party will be given the address.
4. Whether the address is a public record able to be "inspected" by a third party or subject to legal discovery.

PERSONAL INFORMATION STATEMENT for visitors sending personal information to the State.

The **Personal Information Statement** shall be accessible from any page that allows the visitor to enter and send personally identifying information to the State. The **Statement** shall indicate:

1. How the information will be used, including whether the information will be used to access other personal information on the visitor collected and stored by the State, other levels of government, or private entities.

2. Whether it will be retained and stored and for how long, including in file backup procedures.
3. Whether a third party will be given the information.
4. Whether the information is a public record able to be “inspected” by a third party or subject to legal discovery.

REPEAT VISIT TRACKING STATEMENT for visitors to sites that create a record of information linked to the visitor about a visit.

The Repeat Visit Tracking Statement shall be accessible from any page initiating the collection of information to track a visitor’s repeat visits to an Internet site. The visitor shall have to take an action to accept a cookie or to allow personally identifying tracking information to be collected on a visit. The Statement shall include:

1. What information is to be collected and how it will be used.
2. Where the information will be stored, including Cookies placed on the visitor’s computer, and how long it will be retained.
3. Whether a third party will be given the information.
4. Whether the information is a public record able to be “inspected” by a third party or subject to legal discovery.

Operating Authority: The entity responsible for maintaining the State’s Internet portal and each State agency that maintains a presence on the Internet shall create the appropriate privacy statements and make them accessible from the pages to which they apply.

Appeal Procedure: Agencies may appeal the implementation of the standard to the CIO.

Goals and Principles Supported: Goal IV, Principles 25 and 26.